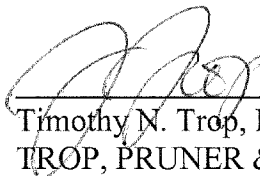


## REMARKS

Claim 1 has been amended to call for posing a question in the course of actually watching the content to be sure that the user is actually viewing the content and not receiving an incentive for just leaving the TV on. This feature is not shown in any of the cited references and, therefore, reconsideration is requested.

Respectfully submitted,

Date: February 24, 2009



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